Data and Privacy File Guides

AppleCare: Online Personal Setup Reservations

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File name	Online_Personal_Setup_Reservations.csv
File description	Record of personal setup reservations
Why Apple keeps this information	Apple retains records of previous and future reservations to maintain a seamless customer experience

Field Name	Details	Purpose
Case ID	Unique tracking number for a customer call, chat or email	To track the history of issues associated with a device
First Name	The customer's first name	Used for the support interaction and communication with the customer
Last Name	The customer's last name	Used for the support interaction and communication with the customer
Email	The customer's email address	Used for the support interaction and communication with the customer
Reservation ID	Unique number for a specific reservation	Manage the reservation
Time Slot chosen	The reservation time slot the customer chose	Manage the reservation
Type of Reservation	Whether this is a pre-sales or post-sales reservation	Log the type of reservation
Time Zone	The customer's time zone	Manage the reservation
Phone Number	The customer's phone number	Send the customer reminders for the upcoming sessions.
Customer Notes	Any additional information provided by the customer	Provide support and manage the reservation
Region	The customer's region	Used for the support interaction and communication with the customer
Country Code	The customer's country code	Used for the support interaction and communication with the customer
Language	The customer's chosen language	Used for the support interaction and communication with the customer
Order Number	Order Number of the Customer's product	Used for the support interaction and communication with the customer

Field Name	Details	Purpose
Product Family	Apple Product name	Used for the support interaction and communication with the customer